

SHAWARMA SHACK **GROUP OF COMPANIES**

THE LARGEST SHAWARMA CHAIN IN THE PHILIPPINES



PHILIPPINES • SINGAPORE





OUR COMPANY

The Largest Shawarma Chain in the Philippines

Mr. Walther Buenavista, CEO & President, and his wife, Ms. Patricia Buenavista, the company's Vice President, created the successful Shawarma retail in the nation.

The Company can trace its roots to Divisoria night market, where they began in 2015.





CEO MESSAGE

"I was wrong to think that profit must always come before your customers. I realized that if you take care of your customers first, everything will just follow"

Mr. Walther Buenavista and his wife are the owners of Shawarma Shack. When Buenavista decided to franchise the business, he had no idea that he needed to invest so much money to develop a system. He also never thought that he would be spending a fortune to endorse his product. But amidst all the objections, he took all the risks, which paid off well.



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MISSION

Our Company is dedicated to serve our delicious, and fresh Middle-Eastern dishes with our signature flavors at great price points that our customers can happily consume.

VISION

We want to be the leading QSR in the Shawarma Industry globally and bring happiness to each one who eats our food.



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VALUES

ABUNDANCE

-We aim for strong sales and consistent popularity in every market.

COMMUNITY CONTRIBUTION

-We're committed to supporting and uplifting the communities we serve.

FLEXIBILITY

-We adapt to local tastes, adding unique touches while preserving our core flavors.

WINNING

-We strive to be the top choice for quality and flavor wherever we go.



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THIS 2025



WE'RE NOW SERVING SINGAPORE

- 📍 **TOA PAYOH, HDB HUB, SINGAPORE**
- 📍 **THE POIZ CENTRE, POTONG PASIR, SINGAPORE (OPENING SOON)**

SHAWARMA SHACK+

We thought of duplicating our store concept in Singapore to be implemented here as well in the Philippines.

The birth of Shawarma Shack+

In time to mark the celebration of Shawarma Shack's 10th year Anniversary.



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VISUAL IDENTITY

From this...



to this.



At the start of 2025, the new logo was introduced to represent modernity and a symbol of the progression that Shawarma Shack looks to continue with its delicious and healthy meals. The circular silhouette and bright yellow tones communicate the fun aspect of the brand and the happiness it looks to bring to its customers.

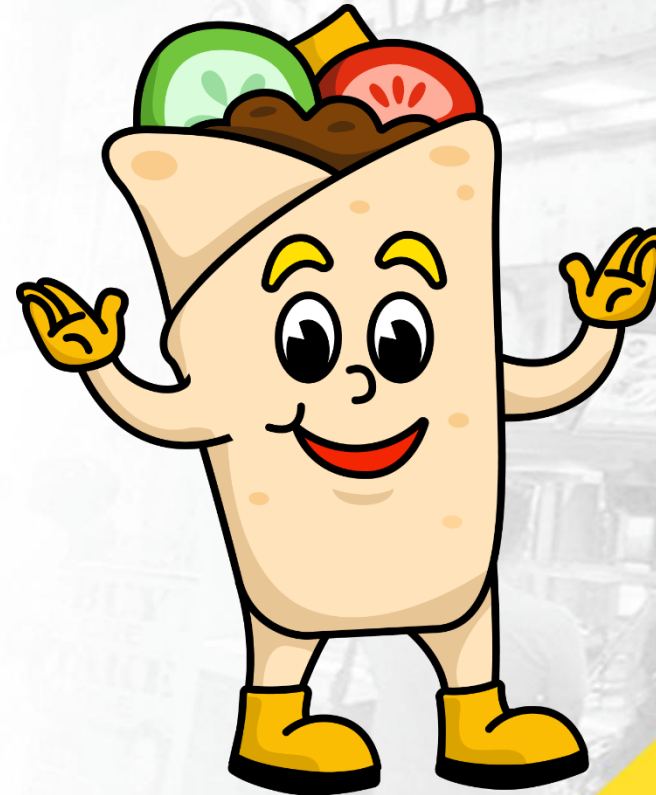


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VISUAL IDENTITY

BABY SHACK

The brand mascot, Baby Shack, uses a playful and vibrant illustration style that combines retro comic elements and subtle shadows.



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BRAND AMBASSADORS



MR. DANIEL PADILLA

&

MS. KATHRYN BERNARDO

*Most famous actor and
actress in the Philippines.*



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OUR HEADQUARTERS



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CENTRAL KITCHEN & WAREHOUSE



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TARGET MARKET



Families & Groups

We offer versatile menu appealing to different tastes within a family or group setting.



Students & Young Professionals

Those in nearby school and offices looking for convenient lunch/snack options



Food Enthusiasts

Individuals passionate about exploring diverse cuisines and flavors.



Halal Food Consumers

Serving Halal certified food products.

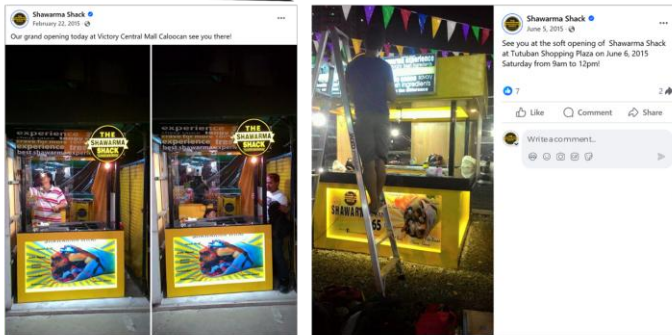


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MILESTONES

Shawarma Shack can trace its beginnings back to Divisoria, a famous commodities market in Manila, where it began as a small food cart concept.

2015



2016



Shawarma Shack started to franchise and in October, presented the "One to Many The Millennial Club Award" by FRANCORP.

2017



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With the company's fast growing success, they have successfully opened its **First SM Store** at SM North EDSA together with their **First store outside Metro Manila** at SM City Dasmariñas.

MILESTONES



Shawarma Shack opened its first stores in both Visayas and Mindanao. 100th store were also opened in Ayala Malls Legazpi.

2018



Kathryn Bernado & Daniel Padilla sealed the deal of becoming the company's brand ambassadors.



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MILESTONES



2019

Shawarma Shack reached its 500th store mark.



2020

Shawarwma Shack remained open in the height of the CoVid-19 pandemic and even distributed food packs to our medical and military frontliners.

2021



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MILESTONES

Shawarma Shack started a new chapter by introducing a fresh new look of the stores as the 600th outlet was opened.

2022



2023

Shawarma Shack was recognized as a member of the Francorp 500 club in June 2023, a recognition awarded to firms that grew over 500 stores through franchising. The company also opened its 700th branch.

Shawarma Shack made its mark in a celebration of entrepreneurial excellence by securing the “Franchise Company of the Year” last January 25, 2024 during the NET25’s “Open for Business Trailblazers Awards”. 800th store were also opened.

2024



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MILESTONES

2025



**SHAWARMA
SHACK+**



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TOA PAYOH, HDB HUB, SINGAPORE



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To date, **Shawarma Shack** Craze is taking the Philippines and Singapore by storm with over **850** outlets and counting in Southeast Asia.



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AWARDS & ACCOLADES

FRANCHISE COMPANY OF THE YEAR
Asia Leaders Awards



YOUNG LEADER OF THE YEAR
Asia CEO Awards



CSR COMPANY OF THE YEAR
Kiwanis International



THE MILLENNIAL CLUB AWARD
FRANCORP



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AWARDS & ACCOLADES

BEST FRANCHISE OF THE YEAR
Burj CEO Awards



FRANCHISE COMPANY OF THE YEAR
NET25



GLOBAL EXCELLENCE AWARD
The Manila Times



THE 500 CLUB AWARD
FRANCORP



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OUR PRODUCTS



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SALADS

BEEF CAESAR SALAD



BEEF ROASTED SESAME SALAD



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SALADS

**CHICKEN CAESAR
SALAD**



**CHICKEN ROASTED SESAME
SALAD**



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WRAPS

**LOADED BEEF
SHAWARMA**



**SIGNATURE CHICKEN
SHAWARMA**



**ROASTED SESAME
SALAD WRAP**



**CAESAR
SALAD WRAP**



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WRAPS

**SAVORY CHICKEN
TIKKA**



**CHICKEN CRUNCHY
TENDERS**



CHUNKY BEEF KEBAB



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RICE MEALS

**SAVORY BEEF
SHAWARMA RICE**



**FLAVOR PACKED
CHICKEN
SHAWARMA RICE**



**FLAME GRILLED CHICKEN
TIKKA RICE**



**GOLDEN CHICKEN
TENDERS RICE**



**CLASSIC
BROASTED CHICKEN
RICE**



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RICE MEALS

**BEEF KEBAB
with BASMATI
RICE**



**CHICKEN KEBAB
with BASMATI RICE**



**CHICKEN TENDERS
with BASMATI RICE**



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APPETIZERS

BEEF SHAWARMA NACHOS



CHICKEN SHAWARMA NACHOS



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APPETIZERS

**BEEF SHAWARMA
SLOPPY FRIES**



**CHICKEN SHAWARMA
SLOPPY FRIES**



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MENU



WRAPS



SIGNATURE
CHICKEN
SHAWARMA



LOADED BEEF
SHAWARMA



FLAME GRILLED
CHICKEN TIKKA



KEBAB WRAP



CRUNCHY CHICKEN
TENDERS



SALAD WRAP
CHICKEN OR BEEF
REGULAR LARGE



RICE MEAL

SIGNATURE
CHICKEN
SHAWARMA



LOADED BEEF
SHAWARMA



FLAME GRILLED
CHICKEN TIKKA



KEBAB RICE



CRUNCHY CHICKEN
TENDERS



CLASSIC BROASTED
CHICKEN LEG
QUARTER



SALAD BOX

CHICKEN
CAESAR SALAD



CHICKEN ROASTED
SESAME SALAD



BEEF
CAESAR SALAD



BEEF ROASTED
SESAME SALAD



FRIES AND SNACKS

POTATO
POPCORN
CHEESE, SOUR CREAM
& ONION, OR BBQ



SLOPPY FRIES
CHICKEN OR BEEF



ORIGINAL
SHAWARMA
NACHOS
CHICKEN OR BEEF



DRINKS

ROYAL

COKE

SPRITE

BOTTLED WATER



THE
SHAWARMA
SHACK

PHILIPPINES • SINGAPORE

MENU

HEALTHY BUNDLE COMBOS



WRAP SETS

HB 1

1 LARGE SHAWARMA WRAP (CHICKEN OR BEEF)
1 SALAD (CHICKEN OR BEEF)
1 DRINK
1 CHOICE OF: FLAVORED FRIES

HB 2

1 SAVORY CHICKEN TIKKA WRAP
1 SALAD (CHICKEN OR BEEF)
1 DRINK
1 CHOICE OF: FLAVORED FRIES

HB 3

1 CRUNCHY CHICKEN TENDERS WRAP
1 SALAD (CHICKEN OR BEEF)
1 DRINK
1 CHOICE OF: FLAVORED FRIES



EACH SET INCLUDES:

- 1 WRAP OR RICE MEAL
- 1 SALAD
- 1 DRINK
- 1 FRIES



RICE SETS

HB 4

1 SHAWARMA RICE (CHICKEN OR BEEF)
1 SALAD (CHICKEN OR BEEF)
1 DRINK
1 CHOICE OF: FLAVORED FRIES OR POTATO POPCORN

HB 5

1 FLAME GRILLED CHICKEN TIKKA RICE
1 SALAD (CHICKEN OR BEEF)
1 DRINK
1 CHOICE OF: FLAVORED FRIES OR POTATO POPCORN

HB 6

1 GOLDEN CHICKEN TENDERS RICE
1 SALAD (CHICKEN OR BEEF)
1 DRINK
1 CHOICE OF: FLAVORED FRIES OR POTATO POPCORN

SG BROASTED CHICKEN SETS

BB 1

1 BROASTED CHICKEN
RICE MEAL
1 SALAD
1 DRINK

BB 2

1 BROASTED CHICKEN
RICE MEAL
1 NACHOS
1 DRINK



EACH SET INCLUDES:

- 1 RICE MEAL
- 1 SALAD OR NACHOS
- 1 DRINK



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MENU

LIGHT & LOADED COMBOS



EACH SET INCLUDES:
· 1 SALAD
· 1 NACHOS OR FRIES
· 1 DRINK

LL 1

1 SALAD
1 ORIGINAL SHAWARMA
NACHOS (CHICKEN OR BEEF)
1 DRINK

LL 2

1 SALAD
1 SLOPPY FRIES (CHICKEN OR BEEF)
1 DRINK



ORCHARD SLOPPY FRIES AND WRAP COMBOS

EACH SET INCLUDES:

- 1 FRIES
- 1 WRAP
- 1 DRINK

SW 1

1 SLOPPY FRIES
1 LARGE SHAWARMA WRAP
(CHICKEN OR BEEF)
1 DRINK

SW 2

1 SLOPPY FRIES
1 SAVORY CHICKEN TIKKA WRAP
1 DRINK

SW 3

1 SLOPPY FRIES
1 CRUNCHY CHICKEN TENDERS WRAP
1 DRINK



NACHOS AND WRAP COMBOS

EACH SET INCLUDES:

- 1 NACHOS
- 1 WRAP
- 1 DRINK

NW 1

1 NACHOS
1 LARGE SHAWARMA WRAP
(CHICKEN OR BEEF)
1 DRINK

NW 2

1 NACHOS
1 SAVORY CHICKEN TIKKA WRAP
1 DRINK

NW 3

1 NACHOS
1 CRUNCHY CHICKEN TENDERS WRAP
1 DRINK



ADD ONS

HOT SAUCE
SAMBAL
BEVERAGE

PITA BREAD
(BEST PAIRED WITH ANY RICE MEAL)
EXTRA RICE
GARLIC SAUCE
CHEESE SAUCE

SHAWARMA SHACK

THE SHAWARMA SHACK

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OUR STORES



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SM CITY ROXAS



PHILIPPINES • SINGAPORE



SM CITY ROXAS



PHILIPPINES • SINGAPORE



SM CITY FAIRVIEW



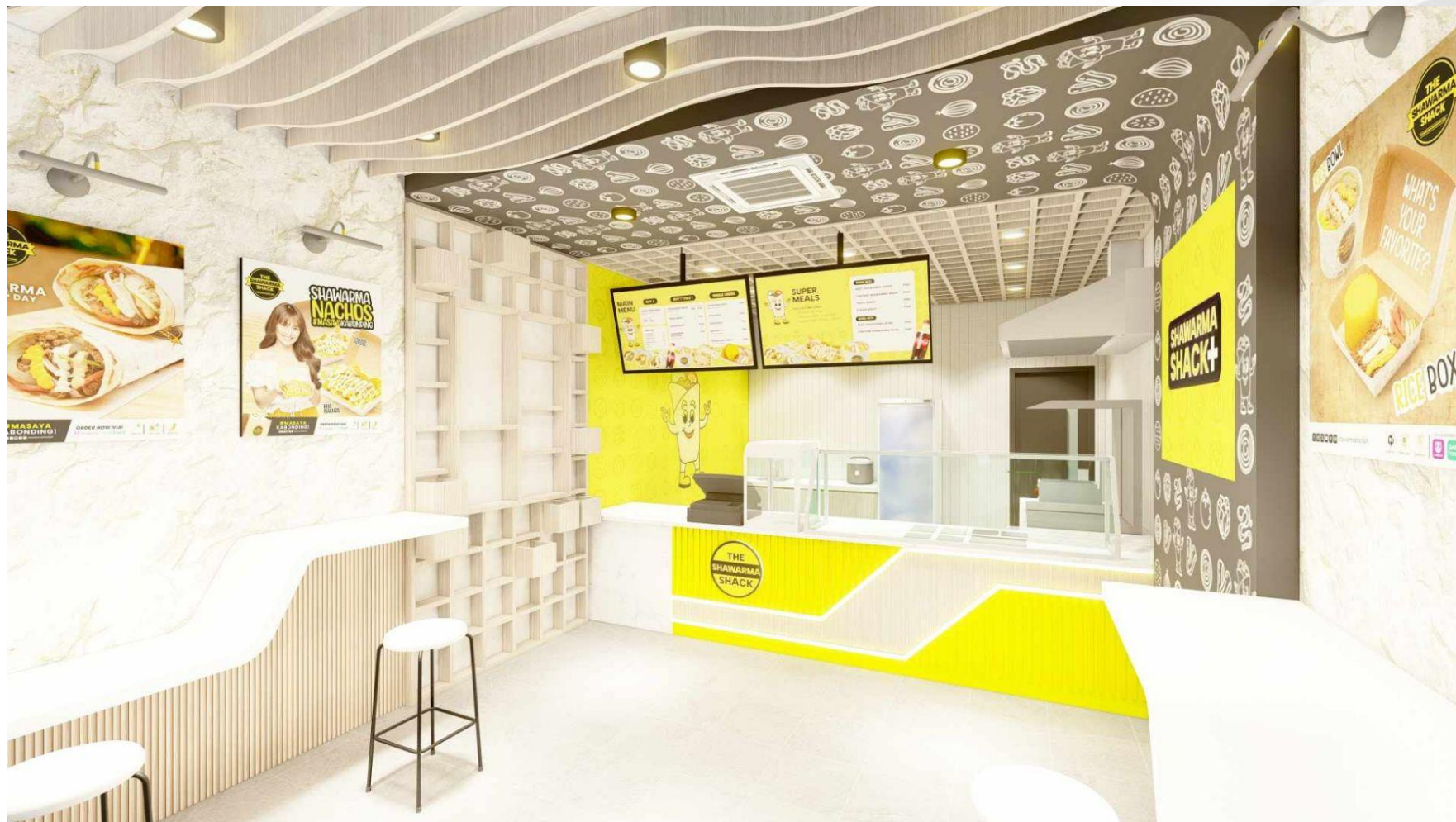
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SM CITY FAIRVIEW



PHILIPPINES • SINGAPORE



SM CITY FAIRVIEW



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PARTNER MALLS

As the company continues to expand, the brand has also been successful in establishing partnership with well-known malls and supermarkets in the Philippines



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One of Shawarma Shack's core values is "Commitment" as the company is committed to providing quality products to its consumers and other initiatives that impact the lives within and outside the organization. We have collaborated with various national and local governments and organizations to send help to fellow Filipinos especially to those who are in need.



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THANK YOU!

     shawarmashackph  www.shawarmashack.ph



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